Asahi Broadcasting Group Holdings Corporation

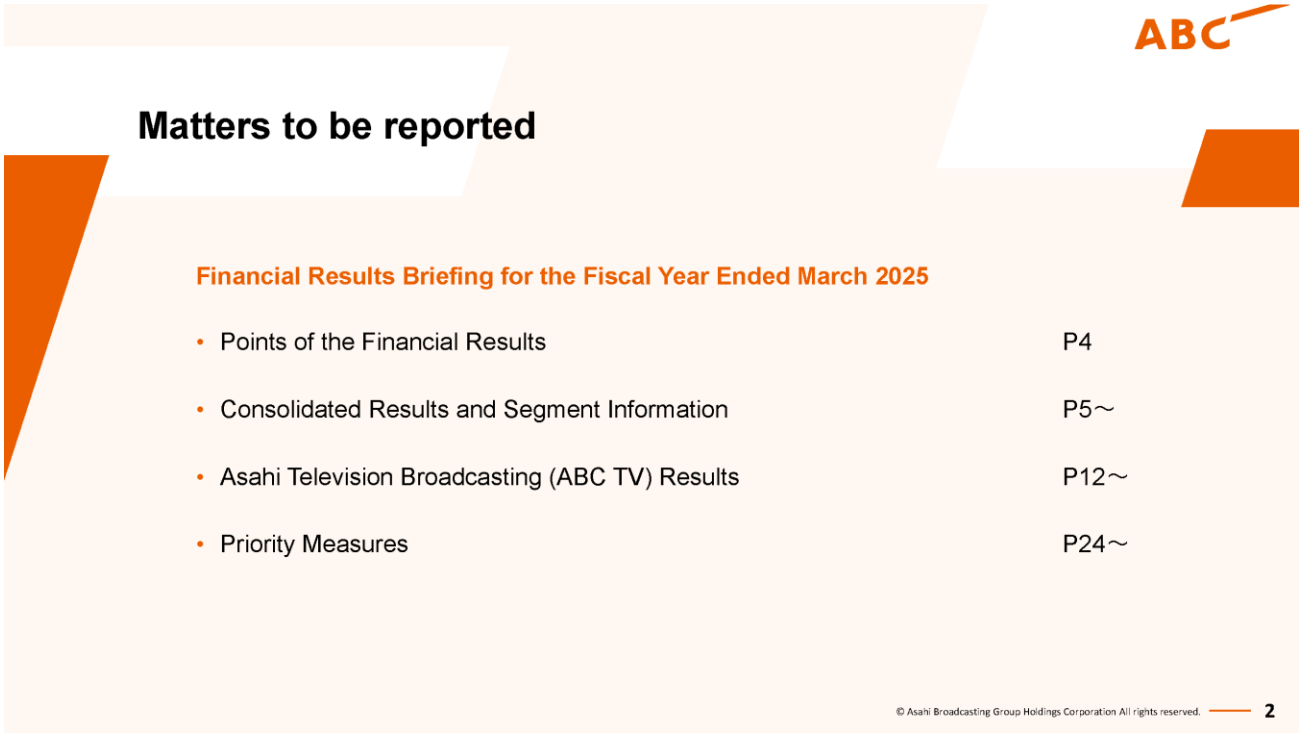
Financial Results Briefing for the Fiscal Year Ended March 2025

May 19, 2025

Presentation

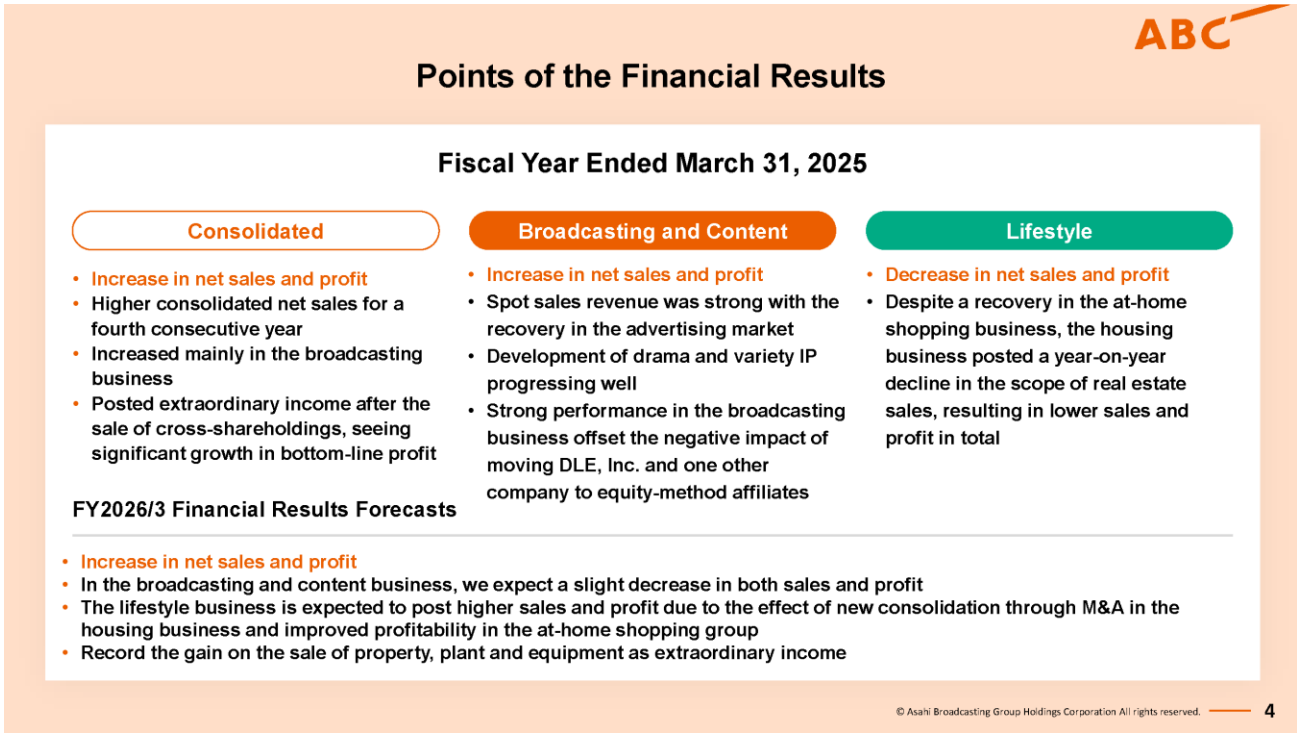
Moderator : Thank you very much for waiting, analysts and investors. We will now begin the financial results briefing for the fiscal year ended March 31, 2025, of Asahi Broadcasting Group Holdings Corporation.

Today's speakers are Masayuki Nishide, President of Asahi Broadcasting Group Holdings Corporation; Toshiaki Imamura, Director and Managing Executive Officer (Representative Director and President of Asahi Television Broadcasting Corporation), and Yoko Kumada, Executive Officer in charge of accounting, finance, and IR.



Moderator: Here are today's agendas to be reported. First, we will explain the key points of the financial results. Next, we will explain the consolidated results and segment information, and the performance of Asahi Television Broadcasting Corporation. And finally, we will explain the Group's key initiatives for the future.

Moderator: First of all, Mr. Nishide, President of Asahi Broadcasting Group Holdings Corporation, will greet you and report on the key points of the financial results.



Nishide: I am President of Asahi Broadcasting Group Holdings Corporation. Thank you very much for taking time out of your busy schedule today. We would like to thank you all for your continued support of our company.

I will begin with an overview of the financial results.

In the fiscal year ended March 31, 2025, the recovery of the broadcast advertising market resulted in good financial results with increased sales and profits. Net sales increased for the fourth consecutive year. Profits increased mainly in the broadcasting business. In addition, a gain on sale of cross-shareholdings was recorded, resulting in a significant increase in profit attributable to owners of parent. We expect to increase sales and profits in the fiscal year ending March 31, 2026.

In the broadcasting and content business, we expect a slight decrease in both sales and profit, due in part to very strong spot sales revenue in the previous year.

The lifestyle business is expected to post higher sales and profit due to the effect of new consolidation through M&A in the housing business and improved profitability in the at-home shopping group.

Moderator: Ms. Kumada, Executive Officer in charge of accounting, finance, and IR, will provide an overview of the entire group's performance.

Consolidated Results

Higher sales and profit with strong performance in the TV broadcasting business, stemming from the recovery in the broadcast advertising market and high viewer ratings, as well as improvement in the at-home shopping business.
Significant increase in profit attributable to owners of parent, due in part to progress in the sale of cross-shareholdings

(Millions of yen)

	FY2024/3	FY2025/3	YoY	% Change
Net Sales	90,452	**91,923**	1,470	1.6% ↗
Operating Expenses	89,620	**89,332**	(288)	(0.3%) ↘
Cost of Sales	62,906	**61,759**	(1,146)	(1.8%) ↘
Selling, General and Administrative Expenses	26,714	**27,572**	858	3.2% ↗
Operating Profit	832	**2,591**	1,759	211.3% ↗
Ordinary Profit	723	**2,506**	1,783	246.6% ↗
Profit Attributable to Owners of Parent	(884)	**2,502**	3,387	—

(Note) FY2025/3 refers to the fiscal year ended March 31, 2025 and all other fiscal years are referred to in the same manner.

Kumada: I am Kumada, in charge of accounting, finance, and IR. Thank you very much.

I would like to explain the consolidated financial results.

Net sales totaled JPY91,923 million, up JPY1.47 billion, or 1.6%, from the previous year. As for profits, which were weak in the previous year, all profits were higher than the previous year, with operating profit of JPY2,591 million, ordinary profit of JPY2,506 million, and profit attributable to owners of parent of JPY2,502 million.

The main factor was a recovery in the broadcast advertising market, which led to a strong performance in the broadcasting business, particularly in TV spot advertising. In addition, extraordinary gains from sale of cross-shareholdings resulted in a significant increase in net profit.

Results by Consolidated Segment

The broadcasting and content business posted higher sales and profit, while the broadcasting business saw significant year-on-year growth, offsetting the decrease in the content business.
The lifestyle business posted lower sales and profit, while the housing business decrease had a negative impact, despite improvement in the at-home shopping business.

Broadcasting and Content

(Millions of yen)

	FY2024/3	FY2025/3	YoY	% Change
Net Sales	76,701	**78,529**	1,828	2.4%
Broadcasting	55,974	**58,765**	2,791	5.0%
Content	20,655	**19,707**	(947)	(4.6%)
Other	71	**56**	(15)	(21.5%)
Operating Profit	917	**2,824**	1,906	207.8%

(Note) Operating profit related to items not allocated to a specific segment includes Adjustments (-¥458 million for the FY2024/3; -¥471 million for the FY2025/3).

Lifestyle

(Millions of yen)

	FY2024/3	FY2025/3	YoY	% Change
Net Sales	13,751	**13,394**	(357)	(2.6%)
Housing	9,516	**8,804**	(712)	(7.5%)
At-home shopping	2,930	**3,277**	347	11.9%
Golf	975	**1,017**	41	4.2%
Other	328	**295**	(33)	(10.2%)
Operating Profit	373	**238**	(135)	(36.2%)

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Next, let's look at the breakdown by segment.

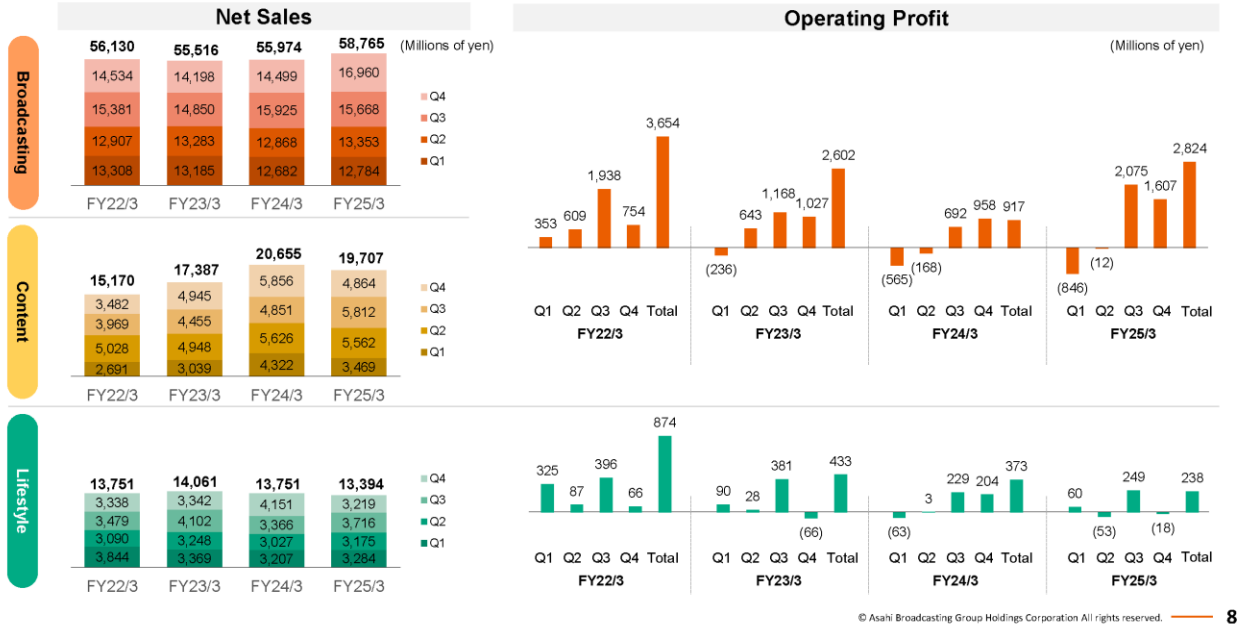
Net sales in the broadcasting and content businesses were JPY78,529 million, up JPY1,828 million, and operating profit was JPY2,824 million, up JPY1,906 million. In the broadcasting business, TV advertising revenue, mainly spot sales revenue, was significantly higher than the previous year, driving sales and profits.

In the content business, IP development of dramas and variety shows performed well, but the transition of DLE and one other company to equity method affiliates was a factor in the decline in sales, resulting in a YoY decline in sales.

Sales in the lifestyle business declined JPY357 million to JPY13,394 million, and operating profit declined JPY135 million to JPY238 million.

The main factors were the smaller scale of real estate for sale in the housing business compared to the previous year and lower sales from fees for opening housing exhibitions. Although the at-home shopping business saw an increase in sales due to the effect of program timetable reorganization, it was unable to make up for the negative results in the housing business, resulting in a total decline in the lifestyle business.

Performance by Consolidated Segment



Next, here are the trends over time by segment.

Net sales in the broadcasting business increased for the second consecutive year, while net sales in the content business declined from the previous year, and net sales in the lifestyle business declined for the second consecutive year.

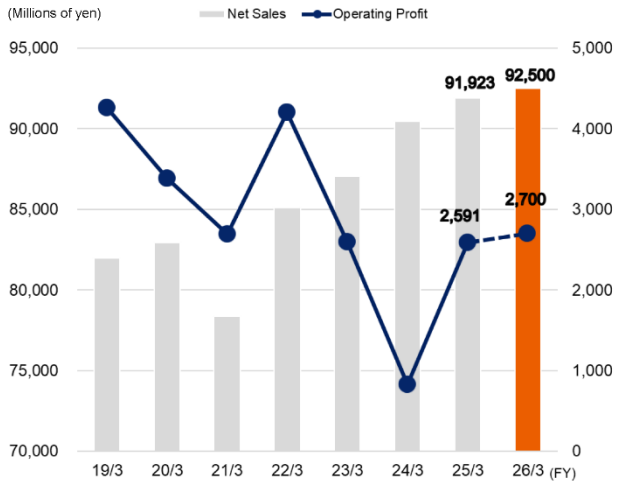
Operating profit increased for the first time in three years due to a large increase in profits from the broadcasting and content businesses in the second half.

FY2026/3 Consolidated Financial Results Forecasts

Although the broadcasting and content business will likely see sales and profit slightly down from level year on year, improvement in the lifestyle business should support our expectation for higher sales and profit.
Profit attributable to owners of parent is also expected to be an increase due to a gain on sales of property, plant and equipment.

(Millions of yen)

	FY2025/3 (actual)	FY2026/3	YoY	% Change
Net Sales	91,923	**92,500**	576	0.6%
Operating Profit	2,591	**2,700**	108	4.2%
Ordinary Profit	2,506	**2,700**	193	7.7%
Profit Attributable to Owners of Parent	2,502	**3,100**	597	23.9%



Next is the consolidated earnings forecast for the current fiscal year.

Net sales are expected to increase by JPY576 million to JPY92.5 billion. Operating profit is expected to be JPY2.7 billion, an increase of approximately JPY100 million over the previous year, and ordinary profit is expected to be JPY2.7 billion, an increase of approximately JPY200 million over the previous year. Profit attributable to owners of parent is expected to be JPY3.1 billion, an increase of JPY600 million from the previous year, due to a gain on sales of property, plant and equipment.

FY2026/3 Financial Results Forecasts by Segment

(Millions of yen)

Net Sales

		FY2025/3 (actual)	FY2026/3	YoY	% Change
Broadcasting and Content (Total)		78,529	**78,100**	(429)	(0.5%)
Details	Broadcasting*	58,765	**53,900**	(4,865)	(8.3%)
	Content*	19,707	**24,100**	4,392	22.3%
	Other	56	**100**	43	77.8%
Lifestyle (Total)		13,394	**14,400**	1,005	7.5%
Details	Housing	8,804	**9,400**	595	6.8%
	At-home shopping	3,277	**3,600**	322	9.8%
	Golf	1,017	**1,000**	(17)	(1.7%)
	Other	295	**400**	104	35.4%

Operating Profit

	FY2025/3 (actual)	FY2026/3	YoY	% Change
Broadcasting and Content (Total)	2,824	**2,700**	(124)	(4.4%)
Lifestyle (Total)	238	**400**	161	67.7%
Adjustments	(471)	**(400)**	71	—

*Beginning with the FY2026/3, revenue from TV program streaming, etc., of ABC TV will be moved from broadcasting business revenue to content business revenue. Broadcasting business revenue for the FY2025/3, calculated under the same method, was ¥57,009 million, while content business revenue was ¥21,463 million (impact of ¥1,756 million).

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Next is the forecast by segment.

With the expected decline in broadcast advertising sales, which were strong in the previous year, the broadcasting and content businesses are expected to post sales of JPY78.1 billion, down approximately JPY400 million from the previous year. With the decrease in net sales, operating profit is also expected to decrease by approximately JPY100 million, to JPY2.7 billion.

The table shows a significant decrease in net sales in the broadcasting business and a significant increase in net sales in the content business, but this is due in part to the reclassification of accounting items related to TV program streaming and other operations of Asahi Television Broadcasting Corporation from the broadcasting business to the content business starting this fiscal year.

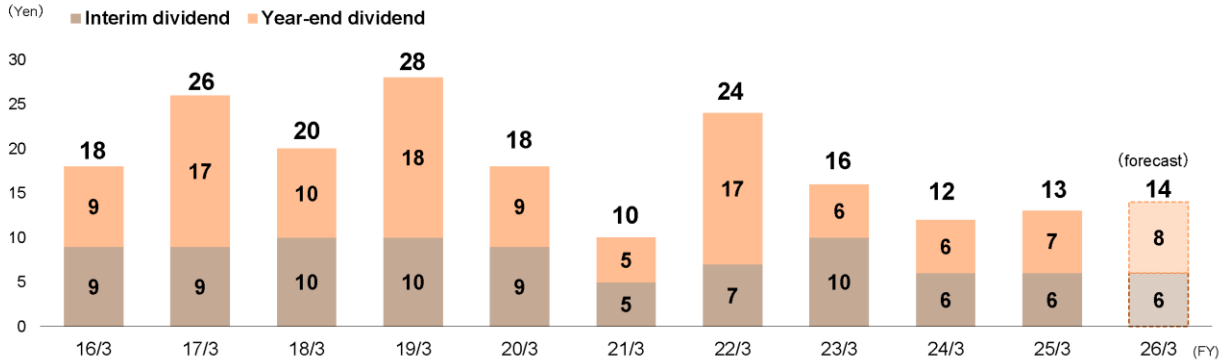
The lifestyle business is expected to post net sales of JPY14.4 billion, an increase of approximately JPY1 billion, and operating profit of JPY400 million, an increase of approximately JPY160 million. We expect to see new consolidation effects from M&A in the housing business and improved profitability in the Group companies in the at-home shopping business.

Dividends (Dividend Policy)

Returning appropriate levels of profits to all shareholders is one of the most important management issues for the Company. With respect to the distribution of profits, given the Company's responsibility as a certified broadcasting holding company, it will take into comprehensive account factors such as operating results, the dividend payout ratio, and an appropriate level of internal reserves, while also constantly being aware of the balance between strengthening and maintaining the Company's financial position and making investments for supporting increases in corporate value and growth strategies. In accordance with this policy, the Company plans to flexibly make decisions for continuous and stable dividend payment, targeting a dividend payout ratio of 30% for profit after deducting the amount equivalent to the effective statutory tax rate from consolidated operating profit, which indicates profit from the core business of the Group (deemed net profit). Moreover, the Company has set an annual dividend of 12.00 yen per share as the lower limit except in times of a significant decline in business performance due to a rapidly deteriorating business environment.

Dividend Policy

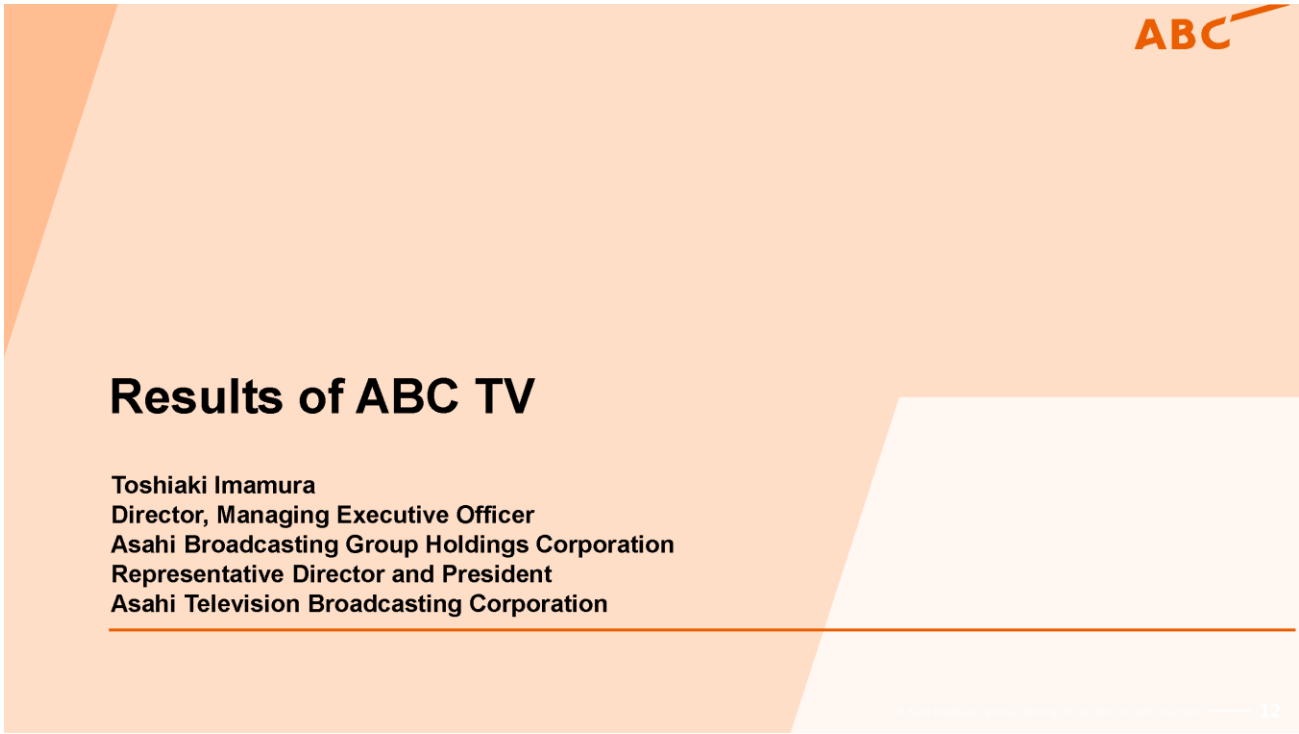
Dividend payout ratio Based on deemed net profit	30%
Minimum annual dividend per share Depending on business results	12 yen



Finally, I would like to explain about dividends.

In accordance with our dividend policy, we raised the year-end dividend for the fiscal year ended March 31, 2025, from the originally planned JPY6 to JPY7 per share, for an annual dividend of JPY13 per share, after exceeding our initial earnings forecast in the second half of the year. The dividend for the current fiscal year is expected to be JPY14 per share.

This is the end of the explanation of consolidated financial results.



Moderator: Next, Mr. Imamura, Representative Director and President of Asahi Television Broadcasting Corporation, will give an overview of Asahi Television Broadcasting Corporation's performance.

Results of ABC TV

Higher sales and profit with strong performance of broadcast advertising revenue; significant increase in profit in the second half, in particular, with significant growth of spot sales revenue.

(Millions of yen)

	FY2024/3	FY2025/3	YoY	% Change
Net Sales	58,638	**61,163**	2,525	4.3%
Operating Expenses	57,204	**57,900**	696	1.2%
Cost of Sales	37,150	**36,937**	(213)	(0.6%)
Selling, General and Administrative Expenses	20,053	**20,963**	909	4.5%
Operating Profit	1,434	**3,263**	1,828	127.5%
Ordinary Profit	1,522	**3,292**	1,769	116.3%
Profit Attributable to Owners of Parent	279	**2,323**	2,043	732.0%
Program Expenses	17,200	**16,768**	(431)	(2.5%)

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Imamura: My name is Imamura. Thank you. I would like to explain the business performance of Asahi Television Broadcasting Corporation.

Net sales totaled JPY61,163 million, up JPY2,525 million from the previous year. Operating profit was JPY3,263 million, ordinary profit was JPY3,292 million, and profit attributable to owners of parent was JPY2,323 million, all of which were higher than the previous year.

Program expenses decreased by JPY431 million to JPY16,768 million due to the absence of Tigers-related expenses from the previous year and a decrease in the number of hours of nationwide network programs from the previous year.

Details of ABC TV Revenue

(Millions of yen)

	FY2022/3	FY2023/3	FY2024/3	FY2025/3	YoY	Change Factors
Broadcasting Business Revenue	50,502	49,534	**50,122**	**52,731**	2,609	• Recovery in the broadcast advertising market • Increase in the share of TV spot advertising revenues with strong viewer ratings • *ACN EXPO EKIDEN* also contributed
Content Business Revenue	4,980	6,694	**8,234**	**8,164**	(69)	• The lack of a movie version of the drama series and major events, which had occurred in the previous year • Decrease in the number of streaming platforms for *Virtual High School Baseball* • Positive performance in *M-1 Grand Prix* streaming, late-night drama, and variety content
Other	329	297	**281**	**267**	(14)	

■ **Broadcasting Business Revenue:** Mainly advertising revenue obtained through broadcasting (including revenue from TVer, a Japanese ad-supported free streaming service)
(Note) Recorded in the broadcasting business in the consolidated financial results
■ **Content Business Revenue:** Revenue obtained from multifaceted production and development of content and intellectual property, including videos and events (including program sales to affiliates, content development derived from TV programs such as *Virtual High School Baseball*)
(Note) Recorded in the content business in the consolidated financial results

Here you see the breakdown of revenue.

Broadcasting business revenue was JPY52,731 million, an increase of JPY2,609 million. On the other hand, content business revenue from events and Internet development totaled JPY8,164 million, a decrease of JPY69 million. Content development for late-night dramas was solid but was affected by the lack of a movie version of the dramas and major events such as Sakura Circus, which had occurred in the previous year, as well as a decrease in the number of streaming platforms for Virtual High School Baseball games.

Trends of ABC TV Major Broadcasting Business Revenues

Increase in sales across all categories with the recovery in the broadcast advertising market and high viewer ratings.
In particular, highly profitable spot sales revenue rose sharply in the second half, contributing the large increase in profit.

(Millions of yen)

	FY2022/3	FY2023/3	FY2024/3	FY2025/3	YoY	Change Factors
Spot	30,817	30,094	29,592	**31,052**	4.9%	• Strong performance with the recovery in the broadcast advertising market and high viewer ratings • Significantly higher year on year, particularly in the second half Note: See the following pages for more details
Network (Time)	13,018	12,294	13,184	**13,784**	4.5%	• The live telecast of *ACN EXPO EKIDEN* on the nationwide network • The 20th anniversary of the *M-1 Grand Prix* performed well • *Who is the Real Celebrity?* performed well in October 2024, as well as in March 2025, when a special program was broadcast
Local (Time)	5,527	5,805	5,491	**5,608**	2.1%	• Morning program (*Ohayo Asahi Desu*) linked events, etc., performed well
TV Program Streaming (Mainly on TVer)	502	618	897	**1,133**	26.3%	• The *M-1 Grand Prix 2024 finals* was the most-watched program ever in real time among TVer users • Nationwide network drama series performed well

Page 15 shows a four-year trend and breakdown of major broadcasting business revenues.

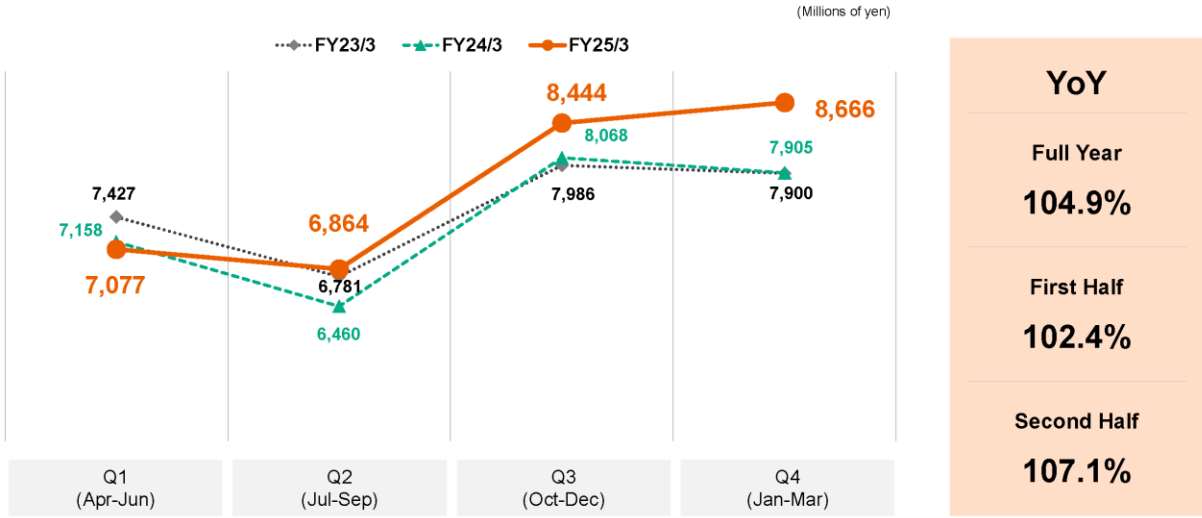
Spot sales revenue was up 4.9% over the previous year. Details are explained on the next page. Network (Time) revenue increased 4.5% over the previous year. The live telecast of *ACN EXPO EKIDEN* on the nationwide network and the 20th anniversary of the *M-1 Grand Prix*, a special year-end program, contributed to record-high sales. In addition, the program *Who is the Real Celebrity?*, which has become a New Year's Day tradition, performed well in the fall 2024, as well as in the spring 2025, when a three-hour special program was broadcast, contributing to increased sales.

Local (Time) revenue increased by 2.1% from the previous year, because a morning program, including linked events, were well received by advertisers.

In the TV program streaming, the final of *M-1 Grand Prix* recorded 1.15 million real-time viewers, making it the most watched program in TVer's history. In addition, a number of TVer-exclusive content, such as the loser's revival game and the winner's press conference, were also streamed. In addition, the number of views of the nationwide network serial dramas and other factors were also strong, resulting in a 26.3% revenue increase over the previous year and the fourth consecutive year of revenue growth.

ABC TV Spot Revenue (Quarterly Performance)

Strong full-year performance (1H 102.1%; 2H 103.7%) in spot sales in the Kansai region with the recovery in the TV advertising market. In addition, the Company performed well with high viewership ratings, exceeding spot sales in the local market since Q2.



Here you see quarterly changes in spot sales revenue.

Japanese TV media ad spending in 2024 has begun to increase for the first time in three years. For the first time in many years, the TV ad market was brisk, with 102.7% spot sales in the Kansai region (compared to the previous year). In addition, the Company performed well with high viewership ratings, exceeding spot sales in the local market since Q2.

ABC TV Spot Revenue (By Top 20 Industries)

*Year-on-year comparisons

Rank	Industry	April 2023 - March 2024 YoY*	April 2023 - March 2024 Composition rate	April 2024 - March 2025 YoY*	April 2024 - March 2025 Composition rate
1	Transportation/Leisure/Food Services/Services	108.6%	14.7%	99.3%	13.9%
2	Foods	106.0%	9.8%	105.4%	9.8%
3	Beverages/Liquors	126.8%	9.3%	93.2%	8.2%
4	Information/Communications	93.8%	7.2%	110.1%	7.6%
5	Pharmaceuticals/Medical Supplies	94.2%	7.2%	108.2%	7.5%
6	Finance	105.2%	6.5%	104.9%	6.5%
7	Home Electric Appliances/Computer	89.0%	6.2%	108.0%	6.3%
8	Automobiles	83.9%	4.4%	122.2%	5.1%
9	Cosmetics/Toiletries	95.1%	4.2%	118.3%	4.8%
10	Hobby (Movie/Game/Music etc.)	94.6%	5.4%	88.8%	4.6%
11	Housing/Real Estate/Construction	93.4%	4.0%	111.5%	4.2%
12	Government /Political Organization	86.5%	3.9%	94.8%	3.5%
13	Fashion (Apparel/Jewelry etc.)	124.0%	2.9%	104.8%	2.9%
14	Energy/Machines/Materials	80.5%	2.1%	143.4%	2.8%
15	Distribution	110.4%	2.0%	136.8%	2.6%
16	Publications	57.8%	2.3%	112.4%	2.4%
17	Household Products	112.7%	2.6%	94.0%	2.3%
18	At-home Shopping	84.0%	2.5%	89.5%	2.2%
19	Various Organizations (Law Office etc.)	101.8%	1.6%	84.4%	1.3%
20	Logistics Services/Businesses/Events	91.4%	1.1%	122.4%	1.2%
21	Other	72.8%	0.2%	94.2%	0.2%
	Total		100.0%		100.0%

Here you see spot revenue by industry.

Spot sales revenue from many industries exceeded the previous year's level due to the return of advertising by companies that had previously refrained from advertising in response to the weak yen and soaring raw material costs. Advertising from the food, information/communications, pharmaceutical, and consumer electronics/computer industries was particularly strong. In addition, the automotive industry, which had been on a downward trend in recent years due to the shortage of semiconductors, saw a significant recovery in advertising, increasing revenue by more than 20% compared to the previous year.

Viewer Ratings in Kansai Region for April 2024 - March 2025* [Individual All]

Top spot in all-day and prime for a second consecutive year;
top spot for the first time in 11 years for golden time and seven years for prime 2.

	All Day (6:00-24:00)	Golden Time (19:00-22:00)	Prime Time (19:00-23:00)	Prime 2 (23:00-25:00**)
1st	**ABC 3.4%**	**ABC 5.2%**	**ABC 5.3%**	**ABC / YTV 2.5%**
2nd	YTV 3.0%	YTV 5.0%	YTV 4.7%	*** ***
3rd	KTV 2.9%	KTV 4.5%	KTV 4.4%	MBS / KTV 2.0%
4th	MBS 2.8%	NHK 4.4%	MBS 4.2%	*** ***
5th	NHK 2.5%	MBS 4.3%	NHK 3.9%	NHK 1.1%

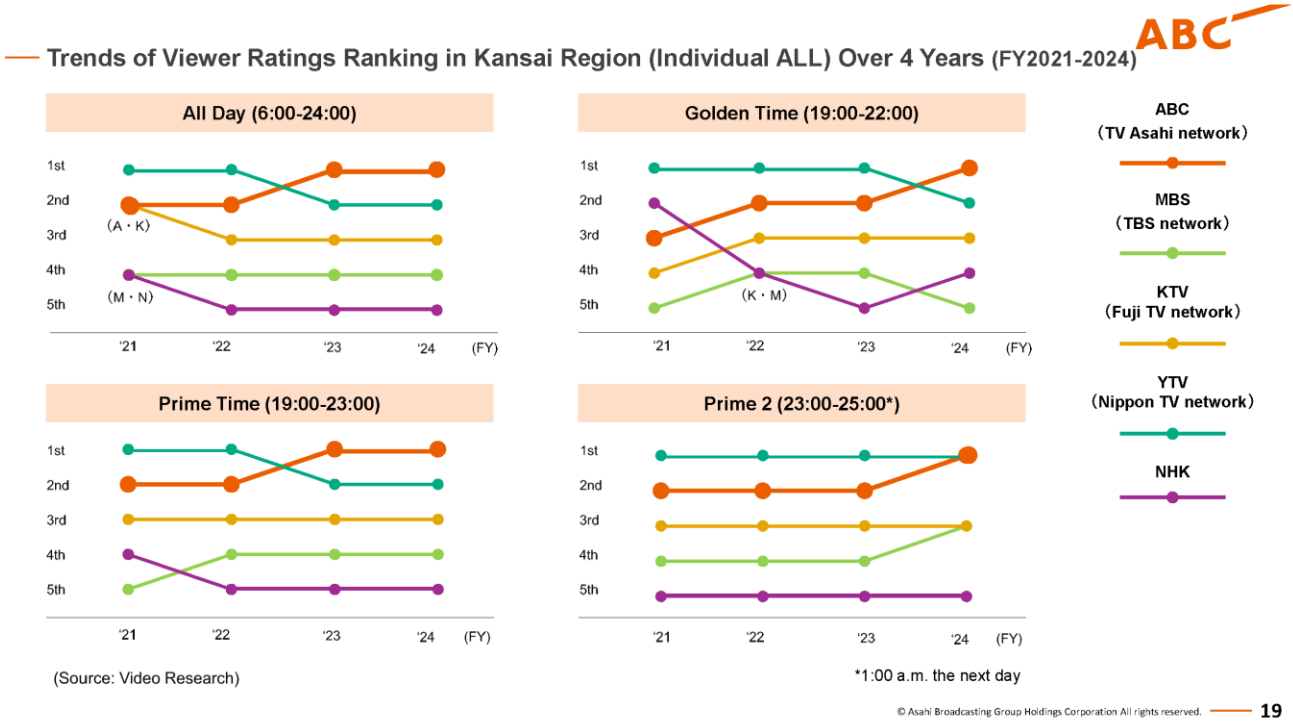
ABC (TV Asahi network)
MBS (TBS network)
KTV (Fuji TV network)
YTV (Nippon TV network)
NHK

(*April 1, 2024 to March 30, 2025 / Source: Video Research)

**1:00 a.m. the next day

Our viewer ratings were very strong. We won the top-ranking in all-day and prime time viewer ratings for the second year in a row. We regained our top spot in golden time for the first time in 11 years and in prime 2 for the first time in seven years.

The *M-1 Grand Prix* broadcast in December received 18.4% viewership in the Kansai region, ranking third among all programs broadcast in the Kansai region in FY2024. As the year began, the *New Year's special program of Who is the Real Celebrity?* aired on the first day of 2025 also did extremely well, with a 16.3% viewership rating, ranking fourth among all programs broadcast in the Kansai region in FY2024. In addition, *In the Middle of Nowhere* had a fiscal year average rating of 7.6%, the top among regular variety shows in the Kansai region in FY2024.



Here is the ranking of Individual All ratings in the Kansai region for the last four years.

The graph in orange is our company. Compared to four years ago, our ranking has significantly risen, especially in the golden time, moving up from third place to first place. Our news program *Hodo Station* performed well, boosting average viewership ratings as the demand for news increased due to extreme weather events and road subsidence.

FY2026/3 ABC TV Results Forecasts

(Millions of yen)

	FY2025/3 (actual)	FY2026/3	YoY	% Change
Net Sales	61,163	**58,800**	(2,363)	(3.9%)
Operating Expenses	57,900	**56,100**	(1,800)	(3.1%)
Operating Profit	3,263	**2,700**	(563)	(17.3%)
Ordinary Profit	3,292	**2,700**	(592)	(18.0%)
Content Production Expenses*	19,761*	**19,000**	(761)	(3.9%)
Program Expenses**	16,768	15,700**		

* Beginning with FY2026/3, program expenses (TV program production expenses) and content-related expenses have been combined and categorized as content production expenses. In addition, content production expenses for the FY2025/3 are for reference, calculated under the same method.

** Program expenses for FY2026/3 are for reference, calculated using the method from the FY2025/3 and earlier.

Next is the results forecast for the current fiscal year.

Net sales are expected to be JPY58.8 billion, a decrease of 3.9%. On the other hand, expenses are expected to decrease 3.1% to JPY56.1 billion due to the absence of *ACN EXPO EKIDEN*, a major special program in the previous fiscal year, and a review of production expenses in line with the later start time of a nationwide network drama. Operating profit is expected to decrease by JPY563 million to JPY2.7 billion.

As you can see, starting from the current fiscal year, we disclose content production expenses, which is the addition of expenses related to content, such as video production and events, to program expenses. Program expenses for the fiscal year ending March 31, 2026, calculated by the conventional method, are expected to be JPY15.7 billion, a decrease of more than 6% from the previous fiscal year.

FY2026/3 ABC TV Revenue Forecasts

(Millions of yen)

	FY2025/3 (actual)	FY2026/3	YoY	% Change
Broadcasting Business Revenue*	50,963	**47,900**	(3,063)	(6.0%)
Spot	31,052	**30,500**	(552)	(1.8%)
Network (Time)	13,784	**11,400**	(2,384)	(17.3%)
Local (Time)	5,608	**5,600**	(8)	(0.2%)
Content Business Revenue*	9,933*	**10,500**	566	5.7%
TV Program Streaming*	(1,133)*	**1,100**	(33)	(2.9%)

* Beginning with the FY2026/3, revenue from TV program streaming, etc., will be moved from broadcasting business revenue to content business revenue. Content business revenue for the FY2025/3 is for reference, calculated under the same method.

This is a breakdown of revenue.

In the current fiscal year, TV program streaming and other operations were shifted from broadcasting business revenue to content business revenue. The FY2024 result for content business revenue shown in this table is for reference purposes only, for YoY comparison.

I would like to explain the outlook for the current fiscal year.

Broadcasting business revenue is expected to decrease by JPY3,063 million, or 6% compared to the previous fiscal year. Spot sales revenue is expected to decrease by 1.8% to JPY30.5 billion due to the strong performance in the previous fiscal year.

Network (Time) revenue is expected to be JPY11.4 billion, down 17.3%. This is mainly due to the fact that *EXPO EKIDEN*, a major special program in the previous fiscal year, has not been recorded at this time, and that the impact of the change in broadcasting time of a nationwide network drama in October 2024 will be a full year.

Local (Time) revenue is expected to remain mostly unchanged at JPY5.6 billion. We expect a 5.7% increase in content business revenue. We will further strengthen cooperation with ABC Frontier, a company that excels in the domestic and international rights business, which we made a subsidiary last year, and accelerate multi-development based on program content IP. Revenue from TV program streaming is expected to remain generally flat.

Here you see initiatives for growth.

The Expo 2025 Osaka, Kansai, Japan, which opened one month ago, has attracted more than 3 million visitors. Through various initiatives at the Expo, we are contributing to the liveliness of the region and enhancing our brand.

The *ACN EKPO EKIDEN 2025*, which was held on March 16 as a pre-event and broadcast in the nationwide network, received 6.6% of the Individual All viewer ratings in Kansai, topping the time slot and contributing to the excitement of the Expo. Since then, we have continued to disseminate Expo information through our various programs.

In the content business, we are developing highly profitable content by teaming up with IPs with high engagement and maximizing the value of existing content. The late-night dramas and variety shows planned and broadcast in collaboration with STARTO ENTERTAINMENT and LDH have been highly evaluated by core fans through streaming sales, stage adaptations, and merchandising.

We are currently working on a joint development project with ASOBISYSTEM, which runs the popular idol project KAWAII LAB., for programs and events.

Content Business Initiatives

Expand the Multiple Uses of Programs

Streaming/Merchandising Special Year-End and New Year's Programs

Produced the 20th *M-1 Grand Prix* With Co-Creation Partners

Wide-ranging streaming, including YouTube, Lemino, and TVer, as well as events, merchandise, and book publications.

Who is the Real Celebrity?

Broadcast featuring **host Masatoshi Hamada replicating Chinese recipes** became a big topic among viewers.
Sold in 7-Eleven convenience stores.
Extended sales campaign due to popular demand. (Sales now concluded)

Streaming of Nationwide Dramas, Music, Etc.

Forest

Forest was broadcast in January-March 2025. First episode exceeded 2 million views on TVer; cumulative 14.97 million views. Available for streaming on U-NEXT and ABC On Demand (Amazon Prime Video Channel)

At Least On Sunday Night

The theme song for *At Least On Sunday Night* by Mrs. GREEN APPLE, titled *Que Sera Sera* received the NexTone Award 2025 Bronze Medal.

Streaming of Popular Program to Reach All of Japan

Aiseki Shokudo
(11:16 p.m on Tuesdays in Kansai area)
TVer Award 2024 Special Prize for a fifth consecutive year in a remarkable achievement. Also available for streaming on various platforms.

BtoC Leveraging Popular Programs

Travel Salad

Nationwide online sales of selected products featured in programs. Year-end *Ultimate Gourme* popular with viewer.

DAIGO in the Kitchen

Original kitchen goods featured on TV program selling well. (Frying pans, Chef's knives)

As for the multi-use development of existing programs, in FY2024, the streaming of special programs during the year-end and New Year holidays as well as merchandising was strong. The music business also performed well thanks to a hit theme song for a nationwide network TV drama series.

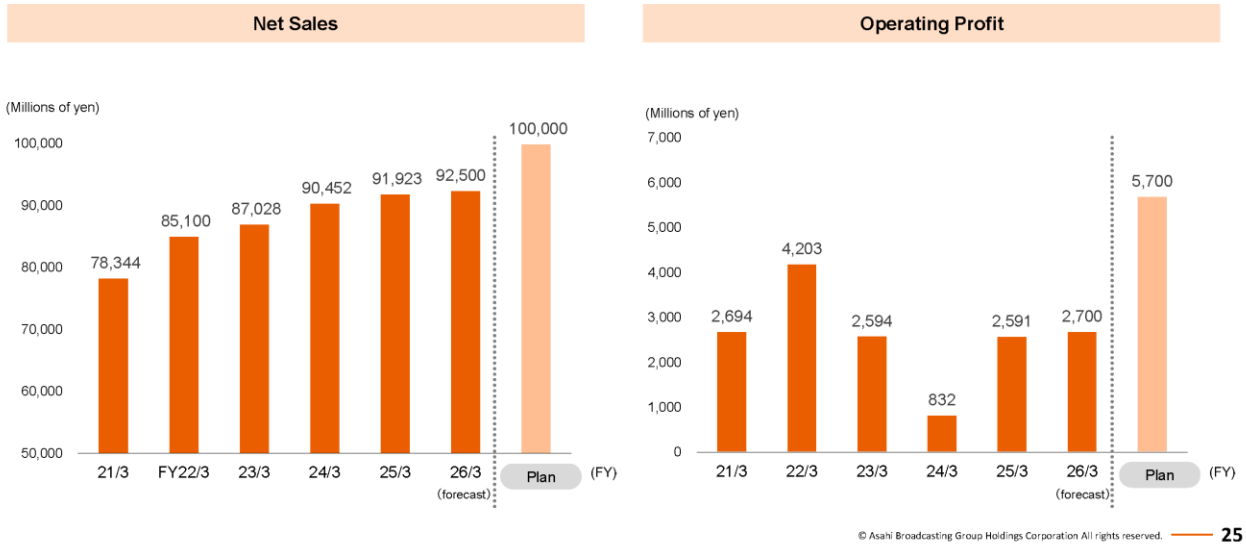
In FY2024, both broadcasting business revenue and content business revenue were strong. We will continue to work firmly in the broadcasting business in FY2025, and we will strive for further growth in the content business by firmly leveraging its reach.

This is an explanation of Asahi Television Broadcasting Corporation's business performance and initiatives for growth.

Moderator: Finally, Mr. Nishide, President of Asahi Broadcasting Group Holdings Corporation, will explain our priority measures for the future.

Medium-Term Management Strategy 2021-2025 Performance

Net sales rose steadily in response to business expansion through M&A and new businesses;
operating profit margin ratio fluctuated significantly due to the impact of prior investments and delays in improving profitability.



Nishide: This is Nishide. I will explain the progress of the current medium-term management strategy and the priority measures for the future.

Regarding the current medium-term management strategy from 2021 to 2025, consolidated net sales grew steadily as a result of aggressive M&A and business expansion associated with new business development. On the other hand, we believe that operating profit has been affected by prior investments and delays in improving profitability, resulting in a large range of fluctuations in profit margins.

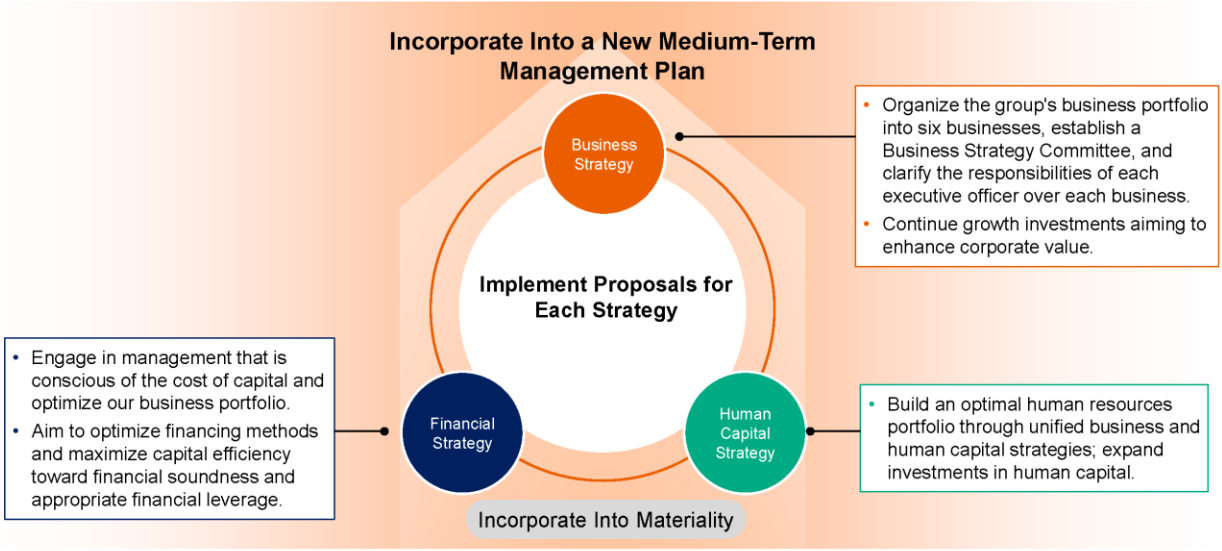
FY2024 Initiatives

Launched four projects to improve profitability and reform business.

Since assuming the position of president in October 2024, I have initiated four projects as the Next Generation Group Reform Project. The Profit Improvement Project and the New Investment Guideline Formulation Project have already been implemented, and the Business Reform project, which is the cornerstone of the growth strategies, is being promoted.

Considering Financial Strategy for the New Medium-Term Management Plan

We have started to study the next medium-term management plan as a project to formulate a vision for the future.



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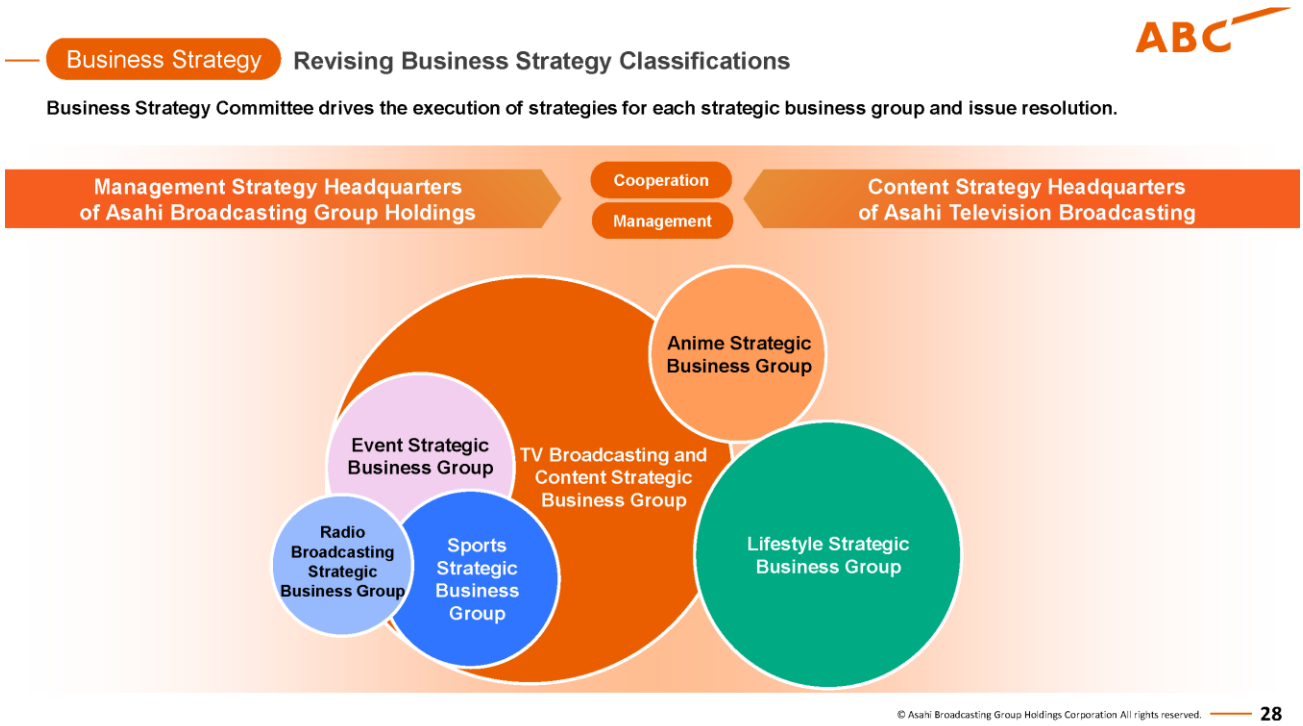
And, we have started to study the next medium-term management plan as the Future Vision Formulation Project. Specific initiatives in business strategies, financial strategies, and human capital strategies are described on the next page.



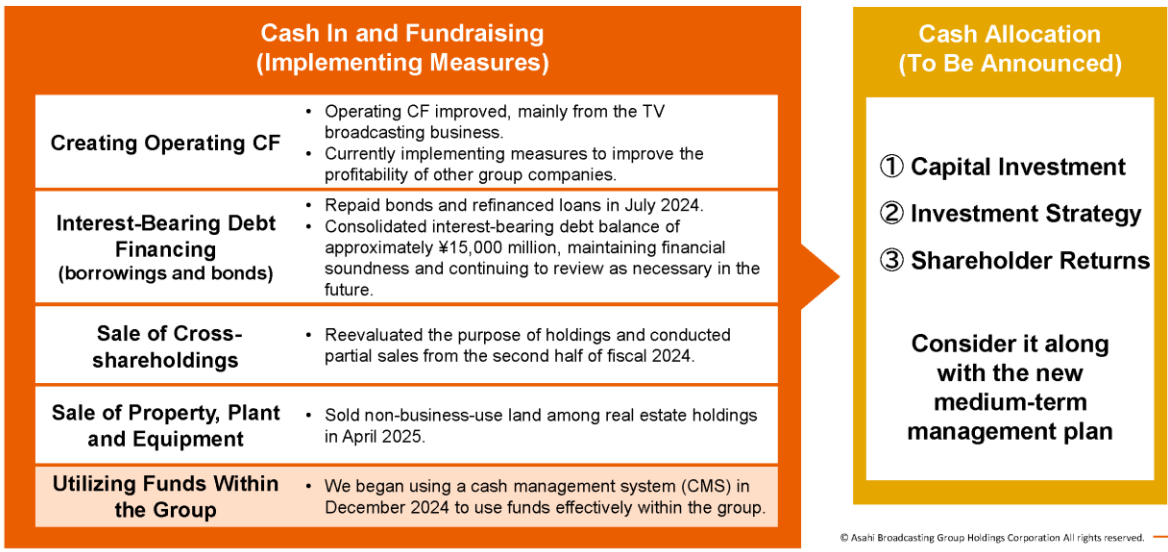
First, let me explain our business strategies.

The businesses of all companies in the Group will be divided into groups by business strategy, and each company in the Group will also share the business strategy itself. We not only share financial figures such as net sales and operating profit, but also mutually confirm and resolve management issues through Business Strategy Committee. We will also deepen group cooperation, strengthen the value chain, and promote utilizing the management resources, such as business partners and subcontractors.

Financial Strategy

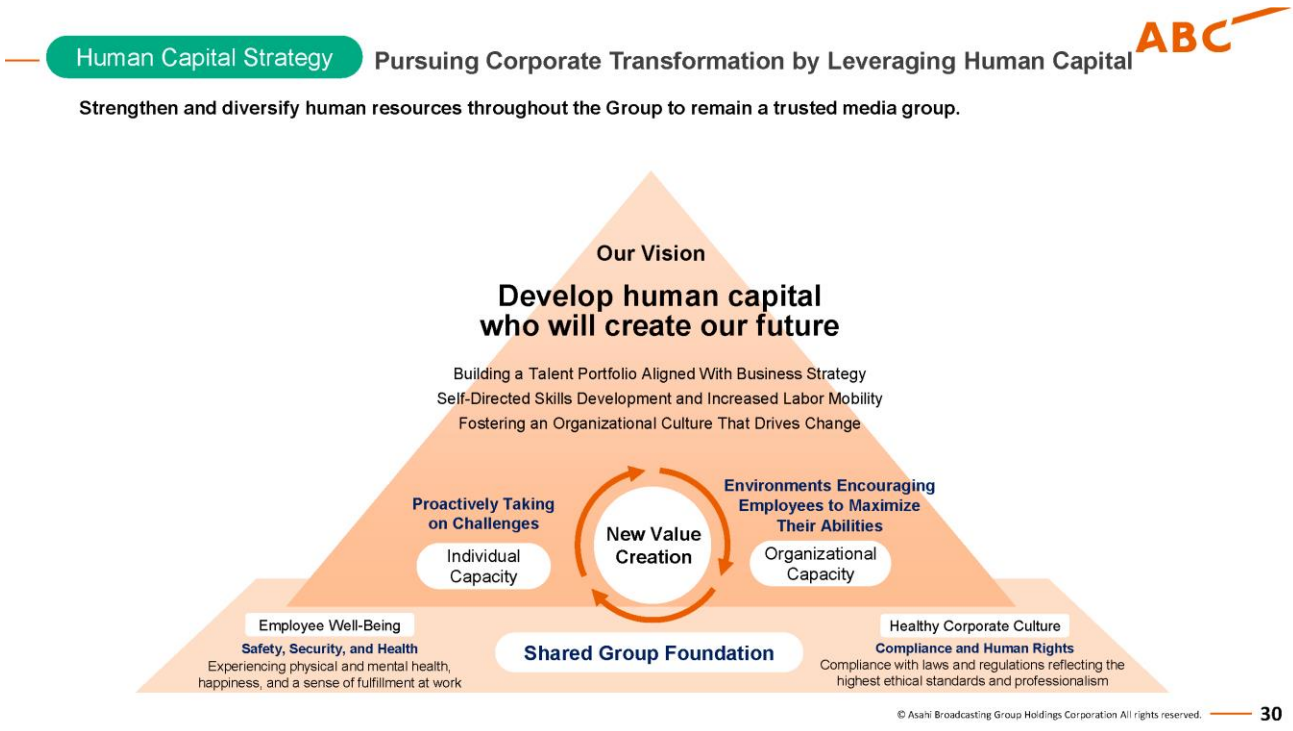
Considering Financial Strategy for the New Medium-Term Management Plan

We prioritized fund raising in fiscal 2024. In fiscal 2025, we will create a new medium-term management plan and consider our cash allocation policy in light of capital profitability and shareholder returns.



Next, I will explain our financial strategies.

Last year, in FY2024, we implemented cash-in and fundraising measures. Specifically, we have been able to generate a large amount of funds through interest-bearing debt financing and the sale of cross-shareholdings. In FY2025, along with the formulation of the new medium-term management plan, we will consider a cash allocation plan based on return on capital and shareholder returns.



Finally, I will discuss our human capital strategies.

In order to carry out corporate reforms starting from human capital, we will promote the strengthening and diversification of human capital for the Entire Group. In particular, our Materiality, "develop human capital who will create our future," is the foundation of the Group's value creation. We believe that combining high ethical standards and professionalism with excellent human capital to create content that delivers excitement to the world will help us gain trust and brand recognition as a media group.

Six months have passed since I became president, and I believe that my theme and mission is to lead the Company to a strong business company that is focused on earning and a corporate group whose future is created by its rich human capital. In our next medium-term management plan, which is currently being formulated, we intend to fully utilize the resources we have at our disposal to chart how we will grow as a strong business group. Thank you very much.

Moderator: That is all for our explanation.

Question & Answer

Moderator: We will now go to the question-and-answer session. First, we will introduce the questions received in advance.

The first is about the outlook for time sales revenue and spot sales revenue, the second is about the performance to this point in the content business, the third is about the profitability of the animation business, and the fourth is about the reorganization and consolidation of affiliated stations. Thank you for your questions.

First question is about the outlook for time sales revenue and spot sales revenue.

The forecast of both time sales revenue and spot sales revenue in the current fiscal year are expected to decline . This seems conservative in light of the current TV advertising market conditions. What is the underlying idea behind this?

Imamura: I will answer your question. First, as I explained earlier, we believe that we did really well in FY2024. We achieved the highest market share of spot sales revenue in our history, achieving a figure of 26.6%. In terms of time sales revenue, as I mentioned earlier, there were a variety of content that are contributing to a solid increase in revenue, such as *M-1 Grand Prix* and *Who is the Real Celebrity?*. We were able to accumulate solid business results on the back of those strong ratings.

On the other hand, there are elements of uncertainty regarding the FY2025. We do not know what industries will be affected by the Trump tariffs. We also believe that there are still many uncertainties surrounding the situation of sponsors due to the impact of the incident of a TV station in Tokyo. Because of these unknowns, we are unable to draw an optimistic growth strategy, and therefore we have made this conservative forecast.

However, in April and May of the current year, the revenues have been higher than those of the previous year. We expect that Q1 results will almost certainly exceed those of the previous year. We will continue to monitor the future situation closely.

Moderator: We will move on to the second question.

I would like to ask you how you perceive the success of your content business. You have been working to strengthen your drama offerings as a measure to increase revenue through streaming. These efforts have been successful, with steady growth in streaming-related revenue. What are your thoughts on this business to this point? What volume of streaming-related revenue do you aim to generate in the future?

Imamura: I will explain about the live-action content business.

First of all, with regard to TV program streaming, we have focused on drama content since the year before last, and we have seen a significant increase in the number of viewers for our dramas. The January 2025 season's *FOREST*, a Sunday 10:00 PM time slot drama series, had strong play counts, contributing to the increase in revenue. On the other hand, in the variety shows, as I mentioned earlier, the *M-1 Grand Prix* recorded the highest number of viewers in TVer's history and greatly contributed to sales.

As for sales to each of the video streaming platforms other than TVer, story-based content is leading the way, increasing sales. There has also been an increase in demand for variety shows. Sales have grown mainly through streaming platforms in Japan; however, we are looking at future growth overseas as a strategy.

In particular, story-based content has a high appeal overseas and has been a focus of ours in recent years. Accordingly, we intend to establish a solid foundation for overseas expansion in fiscal 2025. To this end, we made ABC Frontier, which has strength in sales, a subsidiary of Asahi Television Broadcasting Corporation in FY2024. By drawing up a business plan that integrates production and sales, we aim to achieve further growth in FY2025.

The scale of TVer revenue entails a certain ceiling for content from broadcasting stations in Osaka, meaning we do not expect a significant rise in growth rates. However, this ceiling is approximately ¥1,500 million, as I mentioned before, and TVer viewing is becoming more popular in Japan, indicating a potential for further growth, and we are setting our sights slightly higher. We believe there is significant room for growth overseas for our other content businesses.

Moderator: Third, we received a question about the profitability of the animation business.

ABC ANIMATION and SILVER LINK. reported lower earnings and larger losses, respectively, than in the previous year. What are some of the challenges you face regarding profitability and how do you plan to address them?

Nishide: At ABC ANIMATION, sales and profits decreased in FY2024 mainly due to the postponement of some animation productions to the following fiscal year for reasons of planning and production. In the July-September season of FY2025, we continue to invest in many projects, including Kyoto Animation's work *CITY THE ANIMATION*.

In addition, SILVER LINK. reported lower sales and profits in FY2024 due to the postponement of delivery dates of some of its commissioned works to the next fiscal year. Although orders in the animation industry as a whole are favorable, the works currently being delivered are those ordered two to three years ago, and the recent price and wage increases have not been passed on to the unit production cost.

The projects for which we have received orders in the recent past have been commissioned at appropriate unit prices. From the perspective of production progress and budget management, we are taking action, including the introduction of a system, to strengthen our management system. This is expected to improve within a year.

Moderator: The fourth question.

I would like to ask about the reorganization and consolidation of affiliated stations. Nippon TV announced the establishment of a joint holding company for its affiliated stations and announced a business merger. What are your company's thoughts on the consolidation or reorganization of ANN affiliated stations? Is it difficult to integrate? Or, if consolidation were to take place, what effects could be envisioned? Please tell us about synergies in terms of costs and growth strategies.

Nishide: We do not believe that the reorganization of the Nippon TV Group will have any impact on our company at this time, but we will keep a close eye on future developments. We have also let our affiliate Nagoya Broadcasting Network to join the production committee for some of our animation productions. We will also collaborate on broadcasting, and our cooperation is well underway.

Moderator: That concludes our answers to the pre-submitted questions. We will now take questions from those present today.

Questioner: Thank you for your explanation. Let me ask you a question regarding the state of the TV advertising market. I have heard that the impact of CX (Fuji TV) has been noticeable in Tokyo and that the impact still remains. What impact has this had in Osaka?

Looking at your figures, the impact does not seem to be very pronounced. Please let us know as far as possible.

Imamura: I will answer your question. As you pointed out, the situation is different between TV stations in Tokyo and in Kansai. Affiliated stations in Kansai have been affected to some extent, but basically there is not much of an impact. As a company, we are committed to identifying and addressing the diverse needs of our clients.

Moderator: Thank you very much for your question.

We will conclude the financial results briefing of Asahi Broadcasting Group Holdings Corporation.

Thank you very much for taking time out of your busy schedule today to attend our financial results briefing. We look forward to your continued support of our group.